Transparency Market Research



Fat Replacers and Salt Reducers Market - Global Industry Analysis, Size, Share, Growth, Trends and Forecast, 2012 - 2018

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REPORT DESCRIPTION

Fat replacers are used in the food and beverages industry. They are substances that are used as fat substitutes in food items. They are primarily used for reducing the calorie content in food and yet provide the same taste and texture. Some of the types of fat replacers are carbohydrate based fat replacers, fat based fat replacers and protein based fat replacers.

The global market for fat replacers and salt reducers is expected to grow at a healthy rate for the next five years. North America is the biggest market for fat replacers. The key factors driving the growth of the market are increasing desire of consumers to improve their health, and the demand for food ingredients with enhanced texture and flavors.

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In the fat replacers market, carbohydrate based fat replacers are the market leaders due to their US FDA recognized GRAS substances status. Dairy and meat sectors are the major recipients of fat replacers due to the demand for low calorie and low fat food.

The food industry is working continuously to reduce consumption of salt in food items to avoid its adverse effects and salt replacers and reducers play a vital role in this. The primary objective of the food industry is to retain its brand equity while reducing salt levels. The market has ample opportunities due to the combined efforts taken by the food industry and the government.

Ashland Aqualon Functional Ingredients, U.S., CP Kelco, U.S, Danisco, U.S., Nestle Inc, U.S, P&G Food Ingredients, RS Flavor Ingredients, and Symrise are some of the major players in the market.

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This research report analyzes this market depending on its market segments, major geographies, and current market trends. Geographies analyzed under this research report include

- North America
- Asia Pacific
- Europe
- Rest of the World

This report provides comprehensive analysis of

- Market growth drivers
- Factors limiting market growth
- Current market trends
- Market structure
- Market projections for upcoming years

This report is a complete study of current trends in the market, industry growth drivers, and restraints. It provides market projections for the coming years. It includes analysis of recent developments in technology, Porter's five force model analysis and detailed profiles of top industry players. The report also includes a review of micro and macro factors essential for the existing market players and new entrants along with detailed value chain analysis.

Reasons for Buying this Report

- This report provides pin-point analysis for changing competitive dynamics
- It provides a forward looking perspective on different factors driving or restraining market growth
- It provides a technological growth map over time to understand the industry growth rate
- It provides a seven-year forecast assessed on the basis of how the market is predicted to grow
- It helps in understanding the key product segments and their future
- It provides pin point analysis of changing competition dynamics and keeps you ahead of competitors
- It helps in making informed business decisions by having complete insights of market and by making in-depth analysis of market segments
- It provides distinctive graphics and exemplified SWOT analysis of major market segments

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Transparency Market Research is a market intelligence company providing global business information reports and services. Our exclusive blend of quantitative forecasting and trends analysis provides forward-looking insight for thousands of decision makers.

We are privileged with highly experienced team of Analysts, Researchers and Consultants, who use proprietary data sources and various tools and techniques to gather, and analyze information. Our business offerings represent the latest and the most reliable information indispensable for businesses to sustain a competitive edge.

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